

FIG. 1

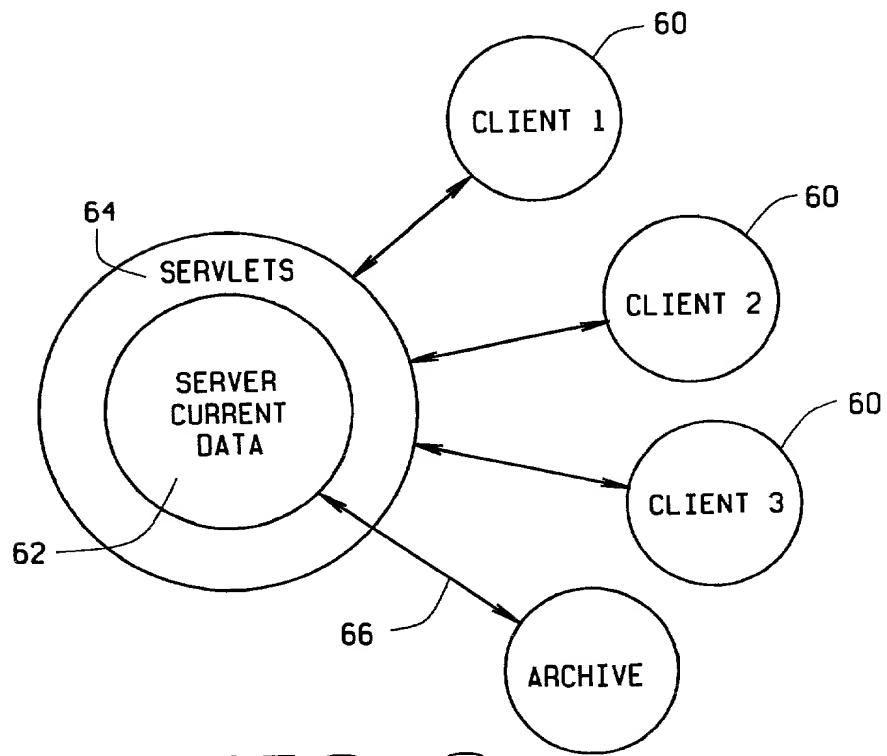


FIG. 3

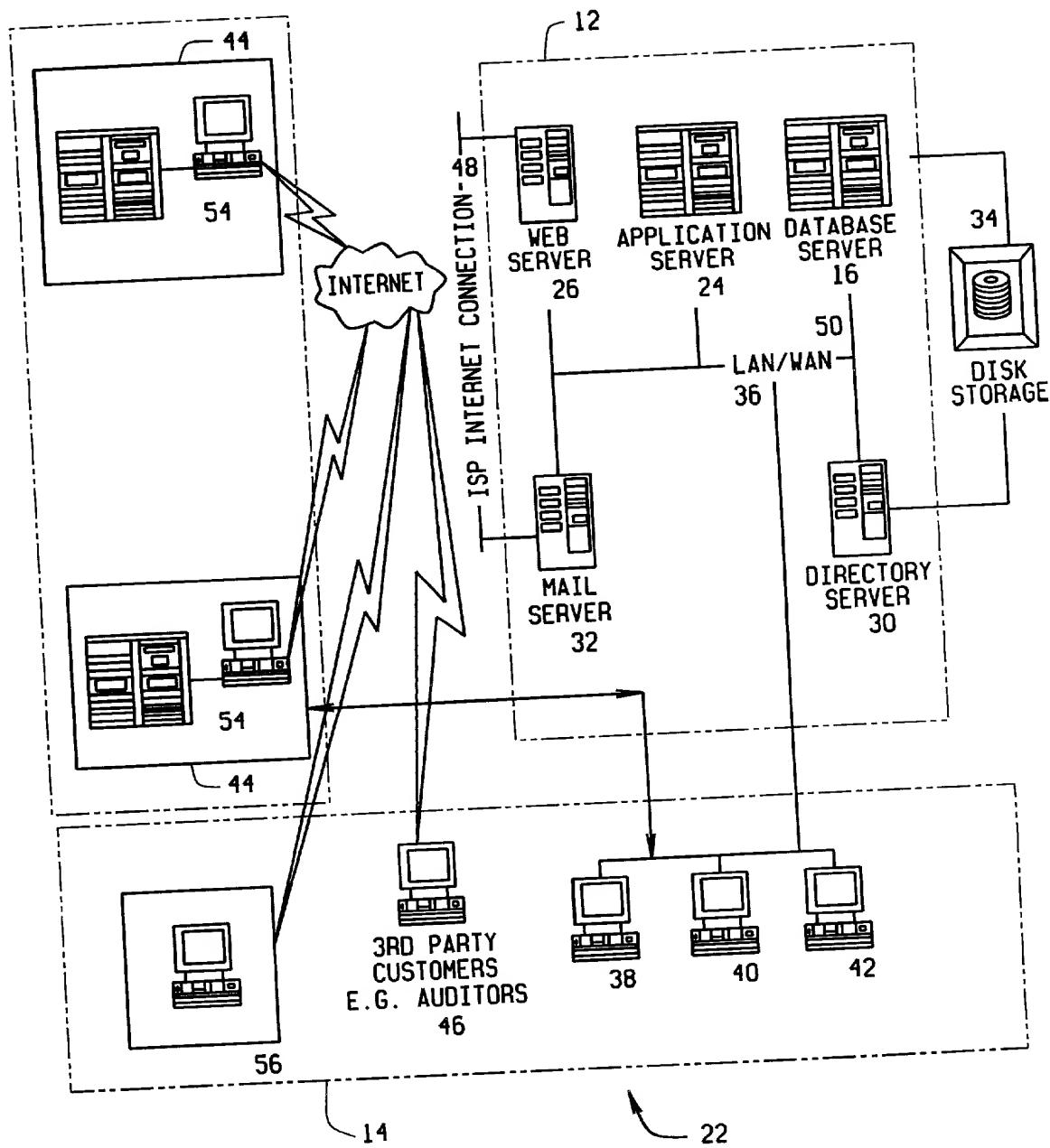


FIG. 2

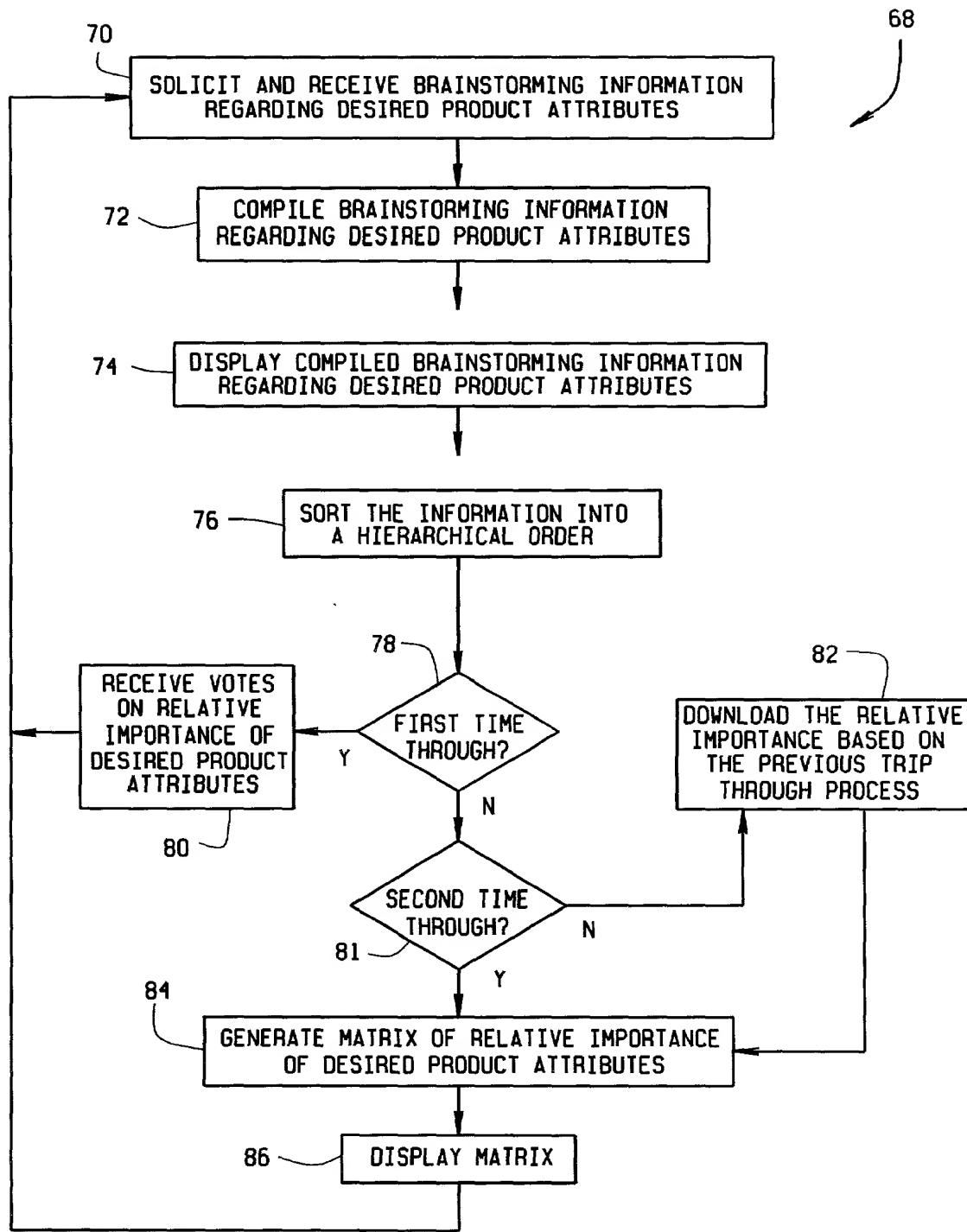


FIG. 4

ONLINE	NAME	ROLE	BUSINESS	LOCATION
○	USER A	FAC.	EMPLOYER A	PLAINVILLE
○	USER B	CUSTOMER	EMPLOYER B	PHOENIX
○	USER C	CUSTOMER	EMPLOYER C	BOSTON

FIG. 5

DOWN SELECT	BRAINSTORMED INPUT
<input type="checkbox"/>	95% UPTIME
<input type="button" value="↓"/>	15 SEC. RESPONSE

FIG. 6

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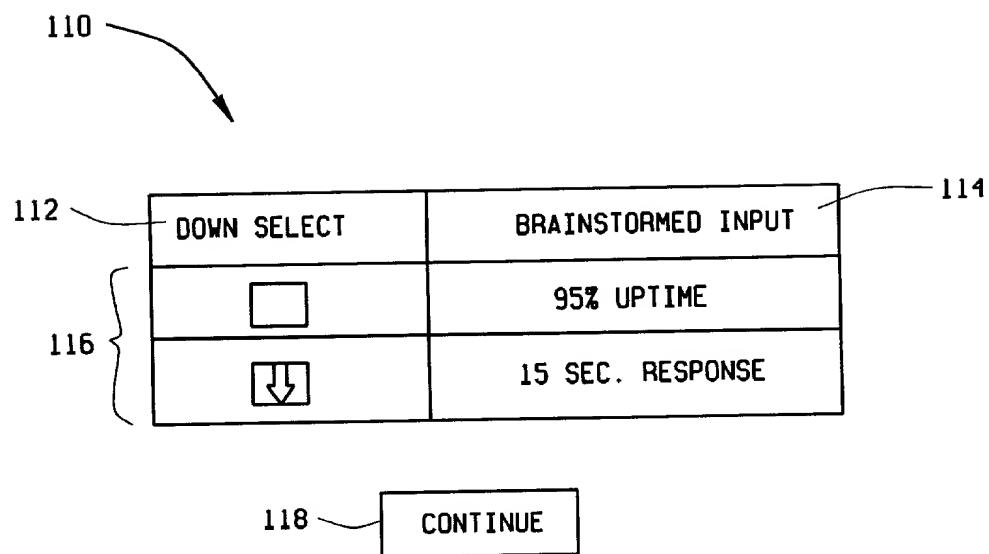


FIG. 7

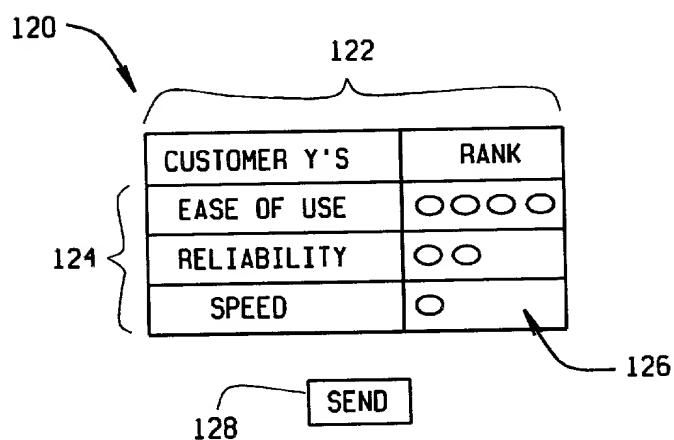


FIG. 8

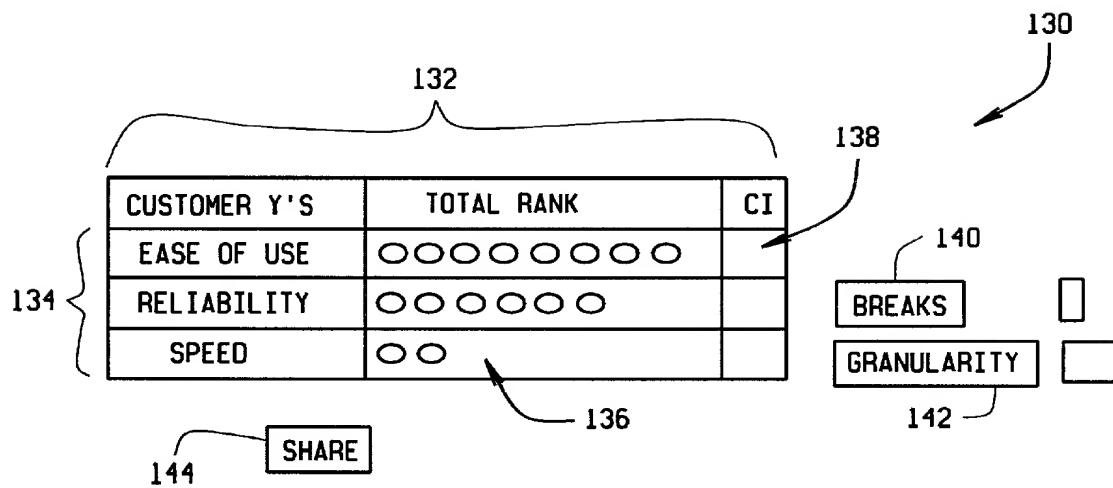


FIG. 9

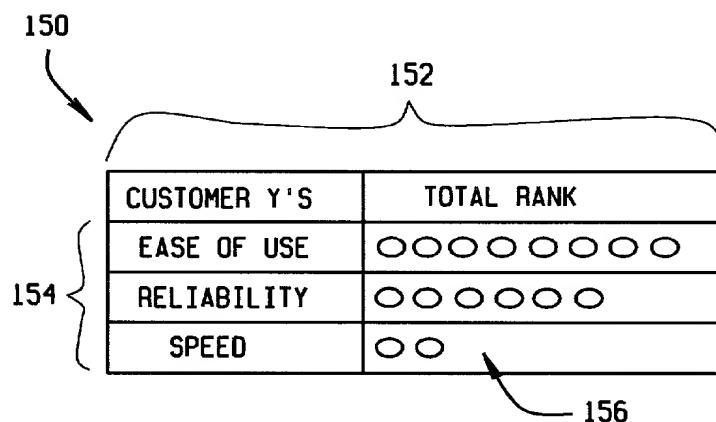


FIG. 10

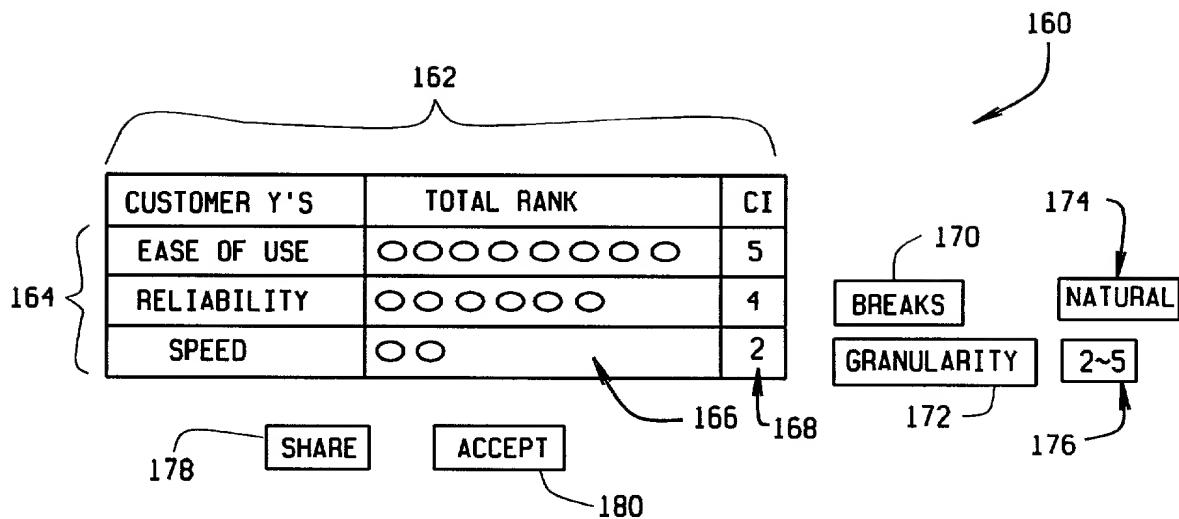


FIG. 11

This table is identical to the one in Fig. 11, showing the same ranking for Customer Y's three attributes: EASE OF USE, RELIABILITY, and SPEED. The matrix has columns for "CUSTOMER Y'S", "TOTAL RANK", and "CI". A bracket on the left indicates a total rank of 164 for all three items combined. A bracket above the matrix indicates a total rank of 162 for the first two items. Arrows point from the matrix to various concepts: "SHARE" (178) points to EASE OF USE; "ACCEPT" (180) points to SPEED; "166" and "168" are positioned near the bottom of the matrix; "170" points to "BREAKS"; "172" points to "GRANULARITY"; "174" points to "NATURAL"; and "176" points to "2~5". A bracket on the right indicates a total rank of 160 for the last two items combined.

CUSTOMER Y'S	TOTAL RANK	CI
EASE OF USE	oooooooooooo	5
RELIABILITY	ooooooo	4
SPEED	oo	2

FIG. 12

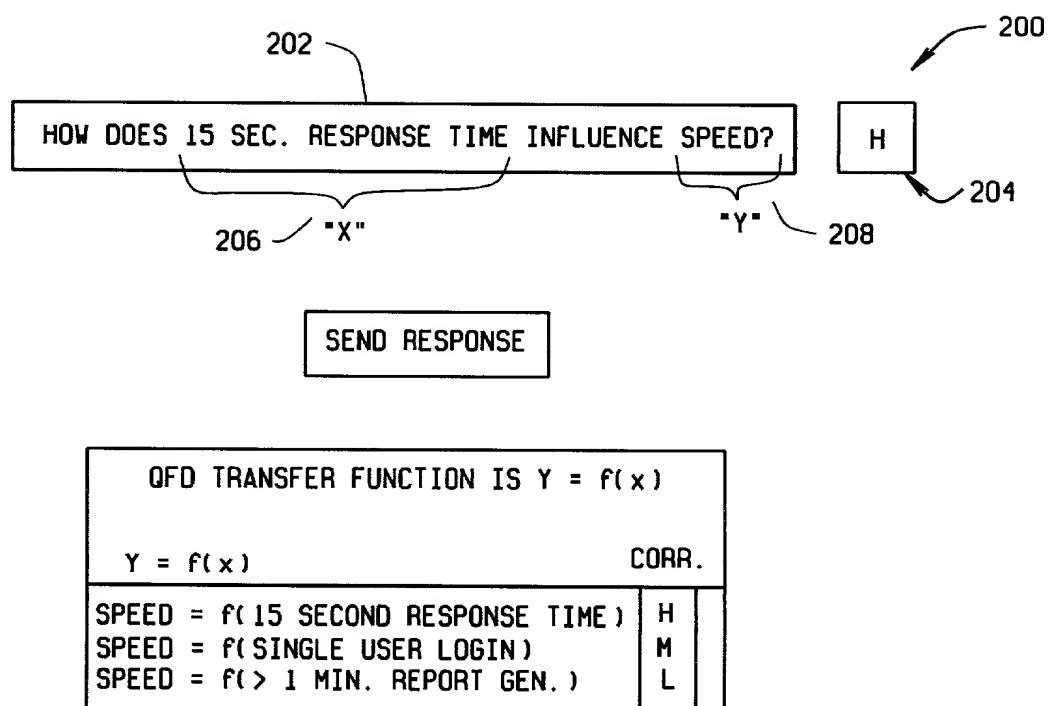


FIG. 13

232

## HOW DOES 15 SECOND RESPONSE TIME EFFECT SPEED?

2407

YU - PHOENIX

238

240

H YU - PHOENIX	TWO - BOSTON	RAO - BOSTON
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236

— 230 —

DRAFTNITI

PLAINVILLE CPTS OFD

## HOW THE TOOL WILL ADDRESS THESE NEEDS

234

10

PLAINVILLE CPTS OFD		HOW THE TOOL WILL ADDRESS THESE NEEDS	
H	H	IMPACTANCE	5
H	H	MIGRATE TO MORE TOOLS IN USE TODAY	5
H	H	ABILITY TO SEARCH	5
H	H	LINKS TO ELIMINATE REDUNDANCY	5
H	H	NO LOGIN	5
H	H	SUPPORT	5
H	H	MORE VARYING LEVELS OF SECURITY	5
H	L	REDISEIGN THE USER INTERFACE (LOOK AND FEEL)	4
H	L	EXTERNA PLANT SPEED	4
H	H	MINIMAL SCREEN LOAD TIME	4
M	H	CUSTOM REPORTING	3
M	L	FILE ATTACHMENTS	3
M	H	CANNED REPORTS	3
M	M	TEAM REPORTING	3
M	H	COMBINING PROJECT TASKS AND TASKS UNDER TEAM	3
M	H	3 LEVEL SORTING OF ALL ITEMS	3
M	H	DETAILED FINANCIAL TRACKING	3
N	H	MAKE IT SO EASY TO SWAP OUT EQUIPMENT	2

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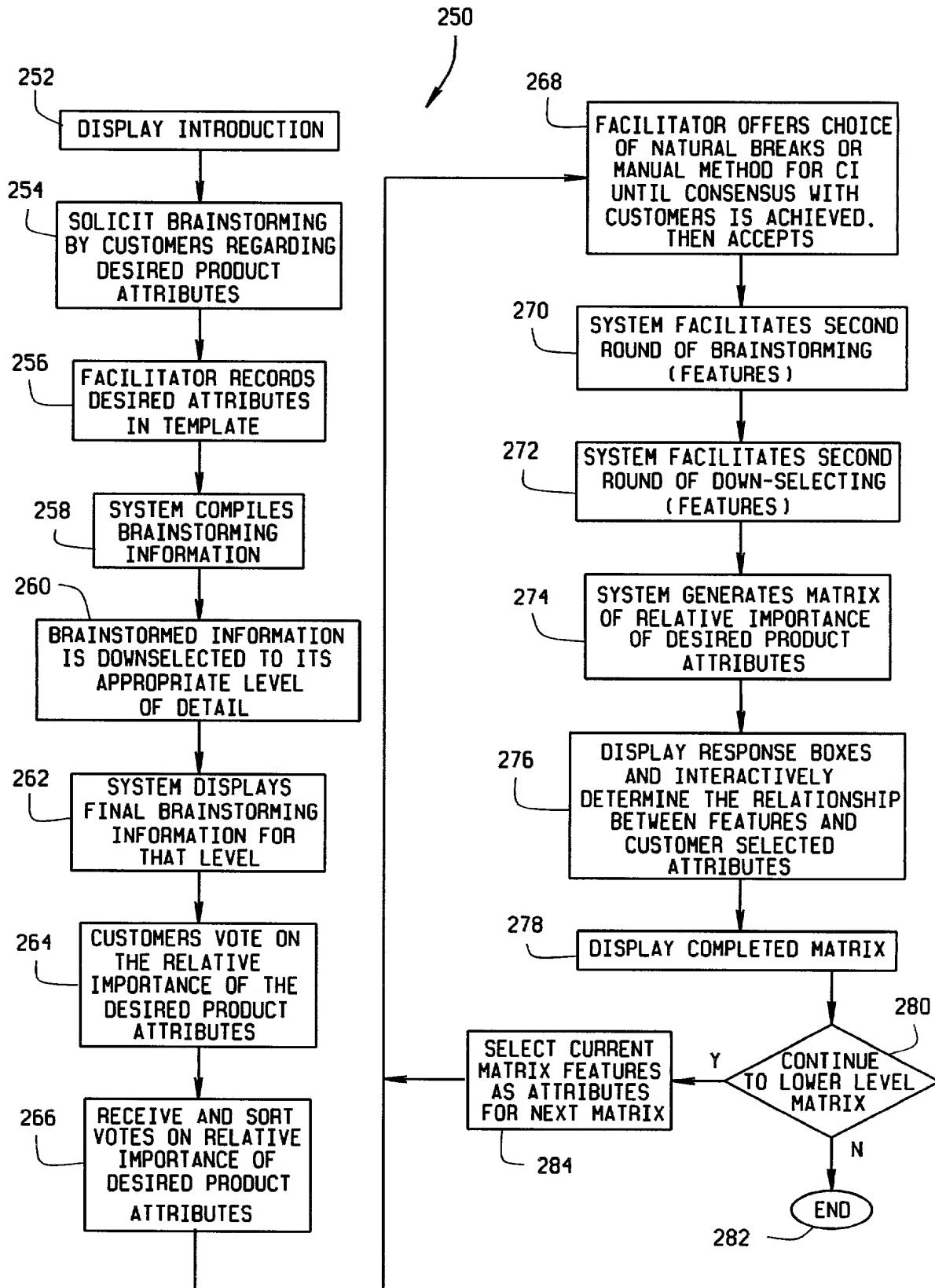


FIG. 15